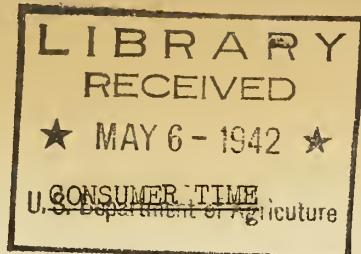


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1. 146
C762

Reserve



R-45

NETWORK: NBC

DATE: May 2, 1942

ORIGINATION: WRC

TIME: 12:15-12:30 AM-EWT

Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with United States Government
agencies working for consumers.

ooooooo

1. SOUND: CASH REGISTER . . RINGS TWICE . . CLOSE DRAWER

2. NANCY: That's your money buying food.

3. SOUND: CASH REGISTER

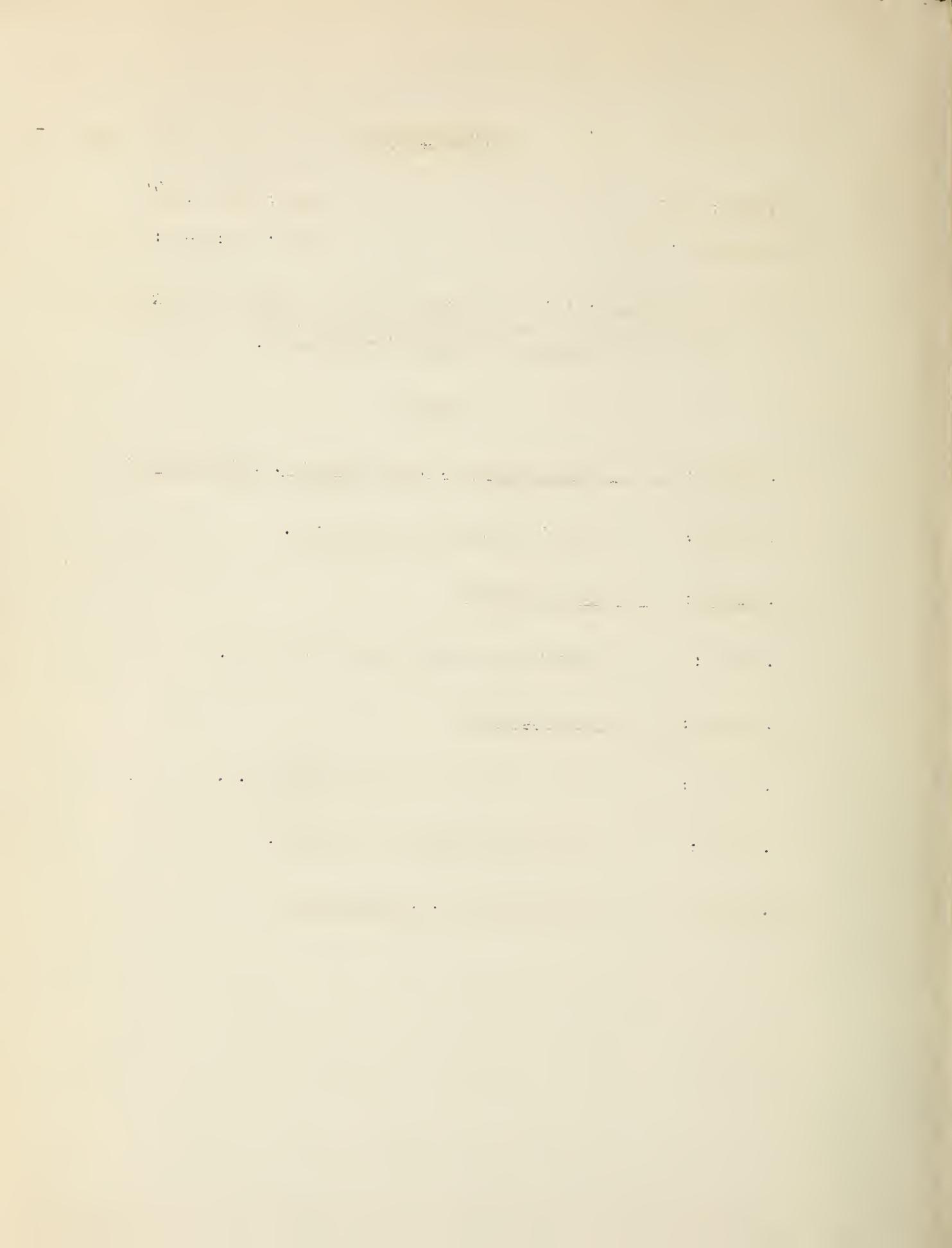
4. JOHN: That's your money paying for a home.

5. SOUND: CASH REGISTER

6. NANCY: That's your money buying clothes . .

7. JOHN: Buying you a living in wartime.

8. SOUND: CASH REGISTER . . CLOSE DRAWER



9. MONTGOMERY: This is Don Montgomery talking . . Consumers' Counsel in the Department of Agriculture in Washington.

Each week at this time we're on the air with CONSUMER TIME because you have asked us for facts. You want to know how to spend your money wisely . . how to make it work for war . . and how it can buy the health and strength and courage we need for victory. You ask us for facts.

Well, naturally, we don't have all the facts. No one does, but we're glad to give you what we have.

And here's the consumer who will ask the questions you would ask if you were here - Mrs. Evelyn Freyman

10. FREYMAN: Hello, everyone.

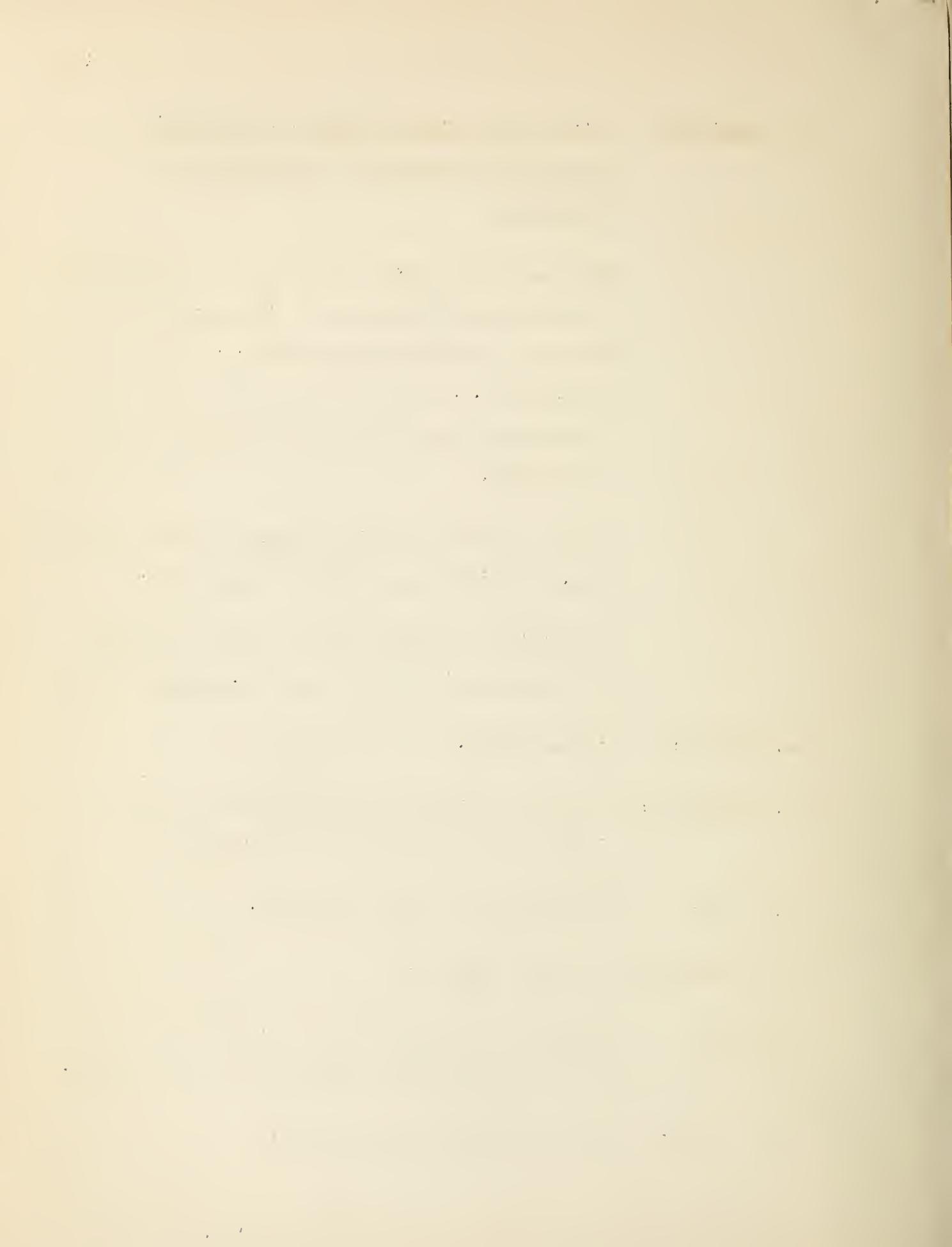
11. MONTGOMERY: And here too are my consumer reporters who know the answers to those questions - Nancy Ordway ---

12. NANCY: Reporting on the latest war orders.

13. MONTGOMERY: And Johnny Flynn ---

14. JOHN: Reporting on one of the biggest orders of the day - one that affects every single person in this country.

15. FREYMAN: You mean sugar rationing, Johnny?



16. JOHN: I certainly do, Mrs. Freyman. That's what you wanted to hear about, isn't it?
17. FREYMAN: I and everyone else in America. We want to know just how sugar rationing is going to be managed -- and where we should go to get our ration books -- and when and how and who and ---
18. JOHN: Hey, hold on there! One at a time!
19. FREYMAN: All right then -- the first one. How is sugar rationing going to be done? I mean, who is going to do it?
20. JOHN: Your Government, through local rationing boards in every community throughout the nation.
21. FREYMAN: And we go to them to get our ration books?
22. JOHN: No, you go to your nearest schoolhouse.
23. FREYMAN: Grammar school or high school?
24. JOHN: Grammar school -- the one nearest your home.
25. FREYMAN: I see -- and when should we go there, Johnny?
26. JOHN: The first four days of next week -- May fourth, fifth, sixth or seventh.
27. FREYMAN: Any one of those days?

28. JOHN: Any one of them - though I'd advise you to go early to avoid the rush. This will be the biggest job of registration ever tackled in this country in such a short time.
29. FREYMAN: As big as the census?
30. JOHN: Just exactly as big as the census, and it has to be done a lot more quickly.
31. FREYMAN: You mean - every single person in this country has to register for a sugar ration book?
32. JOHN: Every one has to be registered.
33. FREYMAN: Even babies?
34. JOHN: Even babies - and elderly people. Even people who never eat sugar at all.
35. FREYMAN: Why's that?
36. JOHN: Because there's a change that in coming months some other commodities may be rationed - and that this same ration book will be used for them. And if you don't have a ration book, you may be out of luck.
37. FREYMAN: Oh. Well, who should go to register, Johnny?

38. JOHN: One person from every family should go and register for the rest of them. All you have to remember is to go to your nearest elementary school on Monday, Tuesday, Wednesday or Thursday of next week - and take along some information on all the members of your family.
39. FREYMAN: What sort of information will they want, Johnny?
40. JOHN: Well suppose you were to go to register next Monday -- you and your neighbor Mrs. Miles ---
41. SOUND: FADE IN BABBLE OF VOICES.
42. GREEN: (SLIGHTLY OFF) Now, stand in line, ladies. Please - one at a time!
43. WOMEN: Miss - can't you register me?
44. GREEN: Sorry, madam. You'll have to wait your turn.
45. WOMAN: But I haven't time!
46. GREEN: Next, please ---
47. MOTHER M.: Morning, Miss Green.
48. GREEN: (ENDING IN) Oh, hello there, Mrs. Miles. How's Barbara?
49. MOTHER M.: Fine, thanks. And this is my neighbor, Mrs. Freyman.
50. GREEN: How do you do.
51. FREYMAN: I think Mother Miles is first.

52. GREEN: All right. If you'll just answer the questions as I ask them ----
53. MOTHER M: Don't I have to fill out any application blank?
54. GREEN: No, we teachers are supposed to fill it out for you - one blank for each member of your family.
55. MOTHER M: Well, I guess that means three for us -- Harry, and Barbara and me.
56. GREEN: All right. Suppose we start with Mr. Miles. "Harry" you say his name is?
57. MOTHER: Harry Wilson Miles.
58. GREEN: Address?
59. MOTHER M: Five-forty-eight Hawthorne Lane.
60. GREEN: (WRITING) Five - forty - eight All right. Now, how tall is Mr. Miles?
61. MOTHER M: Tall! Oh, about average height.
62. GREEN: You don't know the feet and inches.
63. MOTHER M: Not exactly.
64. GREEN: Well, suppose I put this application aside, and you come back tomorrow ---

65. MOTHER M: But I'm so busy ---
66. GREEN: Well, we must know the exact height ---
67. FREYMAN: Mr. Miles is five feet nine inches tall.
68. MOTHER M: Evelyn - are you sure?
69. FREYMAN: Absolutely. He and David were measuring each other last night to see which was taller, and Harry won by half an inch.
70. GREEN: All right. Five feet nine. And his weight?
71. MOTHER M: I know that, because I've been after him to lose some. He weighs a hundred and eighty-three pounds.
72. GREEN: One eighty-three. And - how about the color of his eyes?
73. MOTHER M: Brown. No - no, I guess they're blue.
74. FREYMAN: They're sort of hazel.
75. GREEN: Hazel.
76. MOTHER M: Land sakes, Evelyn! You know more about my husband than I do.
77. WOMAN: Miss Green - I've been waiting a long time!
78. GREEN: Sorry, madam. Pleast try to answer quickly, Mrs. Miles - color of hair?

79. MOTHER M: His hair is sandy.

(PAUSE)

80. GREEN: Age?

81. MOTHER M: Forty-eight.

82. GREEN: Sex - male. And the number of persons in your family?

83. MOTHER M: Three.

84. GREEN: And the person named on this blank is your ---

85. MOTHER M: Husband.

86. GREEN: Uh-huh. Now - can you tell me just how much sugar you have in your house?

87. MOTHER M: White sugar?

88. GREEN: White and brown both - in any form - all sugar owned by your family or any of its members.

89. MOTHER M: Well, let's see . . I have two pounds of brown sugar - and one pound of lumps - and about ---

90. WOMAN: Miss Green - I'm in a hurry to get my ration book, and I can tell you right off how much sugar I have. Sixty-five pounds. /

91. GREEN: Well, in that case, madam, you're not entitled to a ration book.

92. WOMAN: I'm not!
93. GREEN: Not unless there are an awful lot of people in your household. Each person in your family is permitted to have two pounds of sugar on hand at the time of registration.
94. WOMAN: Only two?
95. GREEN: For the next four pounds on hand for each person, I tear stamps out of your ration book - one stamp for each pound.
96. WOMAN: Well, let me figure that out
97. MOTHER M: Miss Green - we have just seven pounds at our house.
98. GREEN: Then I tear one stamp out of one of your ration books, Mrs. Miles.
99. MOTHER M: Why is that?
100. GREEN: Because as a family of three, at two pounds apiece - you're permitted to have six pounds on hand right now. I have to tear out a stamp for that one extra pound.
101. MOTHER M: Oh - I see.
102. GREEN: And now you're supposed to sign this application blank. But first, perhaps, you ought to read this paragraph on it ---

103. MOTHER M: "Section 35A of the United States Criminal Code makes it a criminal offense, punishable by a maximum of ten year's imprisonment, ten thousand dollars fine, or both - to make a false statement or representation to any Department or Agency of the United States as to any matter within the jurisdiction of any Department or Agency of the United States." Well, I guess all I've said on here is true - if Evelyn's sure about Harry's height.

104. FREYMAN: Don't worry about that.

105. MOTHER M: All right, then - I'll sing it.

106. GREEN: And I'll give you this ration book - for Mr. Miles. Be sure he signs his name on it before you try to use it.

107. MOTHER M: All right. (TURNING OFF) Thanks, Miss Green ---

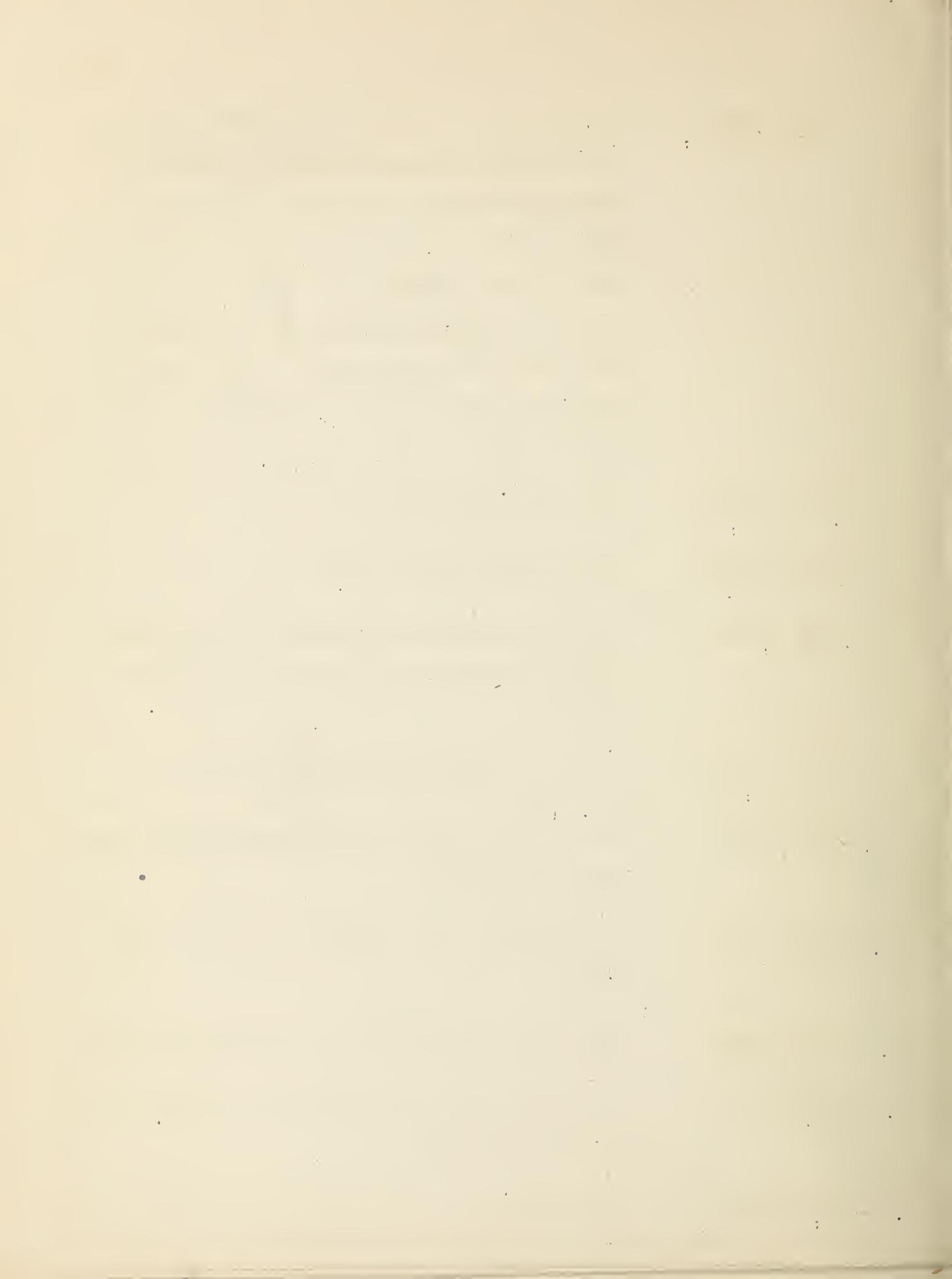
108. GREEN: Wait - I have to make out the other application blanks - for you and Barbara.

109. MOTHER M: My lands! You mean I have to go through all this again?

110. GREEN: Twice more - if you want to get all your ration books.

111. WOMAN: Miss Green - can't you take me now? I've figured out all about the stamps.

112. GREEN: But madam ---



113. WOMAN: There are five in our family - which means we're entitled to ten pounds of sugar on hand right now.
Correct?

114. GREEN: Yes, but ---

115. WOMAN: And you said for the next four pounds apiece, you tear stamps out of our books. That means we can have twenty pounds more ---

116. GREEN: And twenty and ten equal thirty - and you're still thirty-five pounds over your limit.

117. WOMAN: Oh. So what do I do?

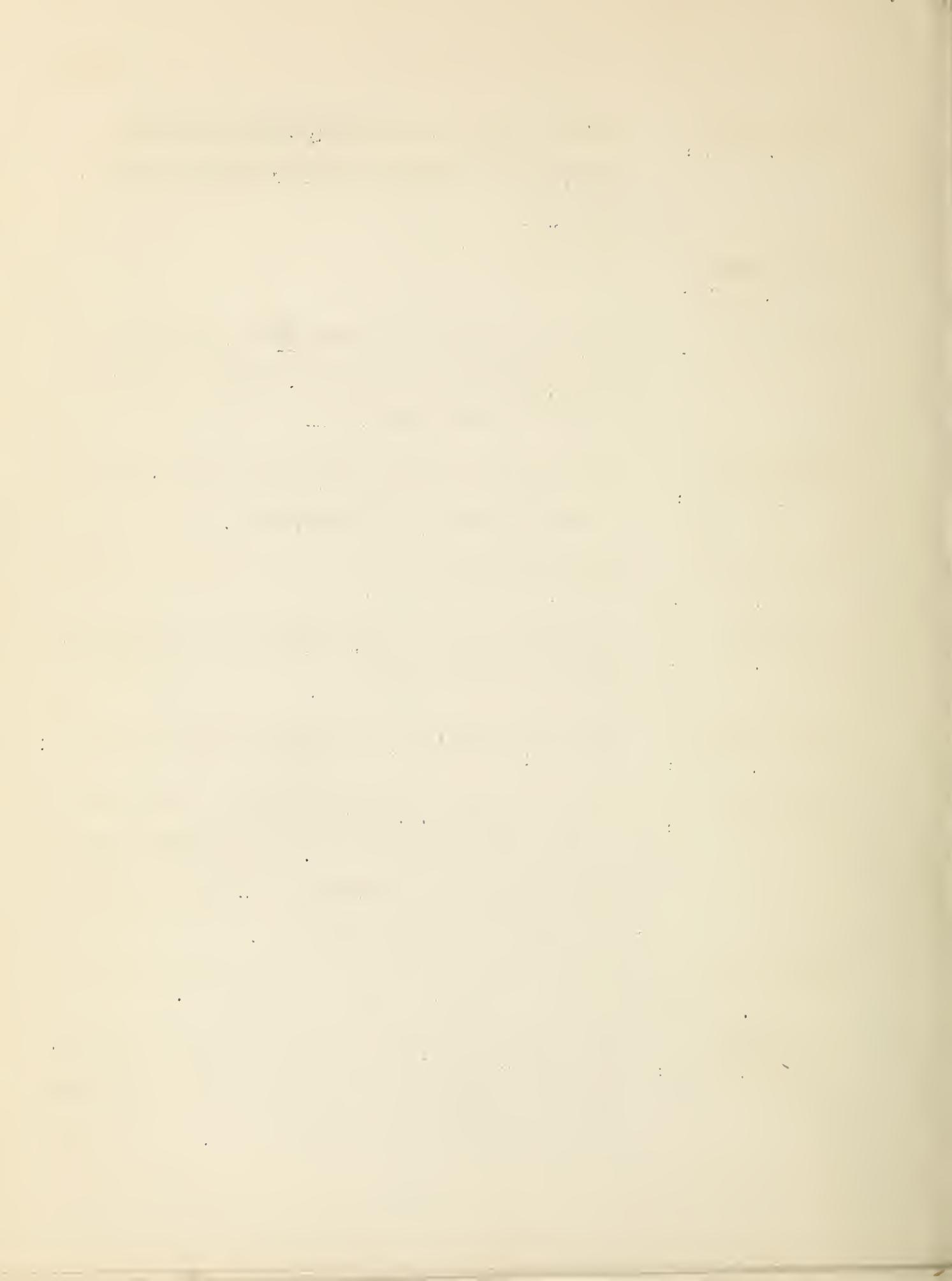
118. GREEN: So you don't get any ration books - not till you've used up that extra supply.

119. WOMAN: Well! Then there's no sense in my standing in line!

120. GREEN: Oh, yes there is. You should register - whether you get your books now or not. The local rationing board will need all this information - so they can give you your books when the time comes.

121. WOMAN: Good heavens! What a lot of red tape.

122. GREEN: Well - if you'll permit me to say it, madam - you're lucky to be allowed to buy any more sugar --- what with all the sugar you've been hoarding.



123. MOTHER M: (AFTER PAUSE) Miss Green - I have it all figured out about Barbara - her exact height and weight and so on.

124. BIZ: BOARD FILE.

(PAUSE)

125. FREYMAN: (ON CUE) Well, I think that's what we all ought to do, Johnny - figure out before we go to register ---

126. JOHN: It would make things move a lot faster.

127. FREYMAN: The height and weight of each person in our family - and the color of his hair and eyes - and their various ages ---

128. JOHN: And the exact amount of sugar you have in the house.

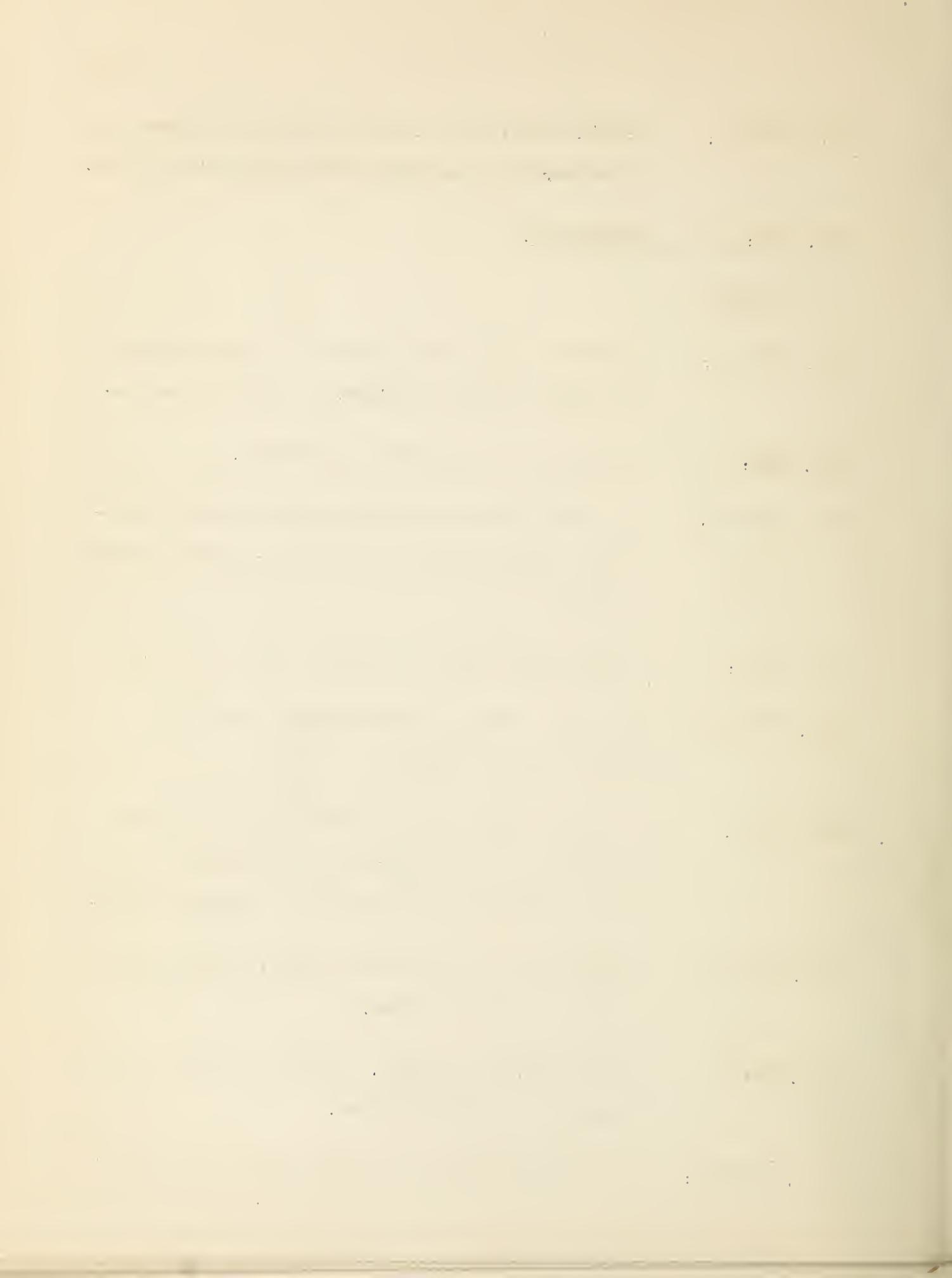
129. FREYMAN: And then - after we have our books - when do we start using the stamps?

130. JOHN: Well, the first stamp in your ration book is good any time between May fifth and May sixteenth. After that, each stamp will be good for a two-week period.

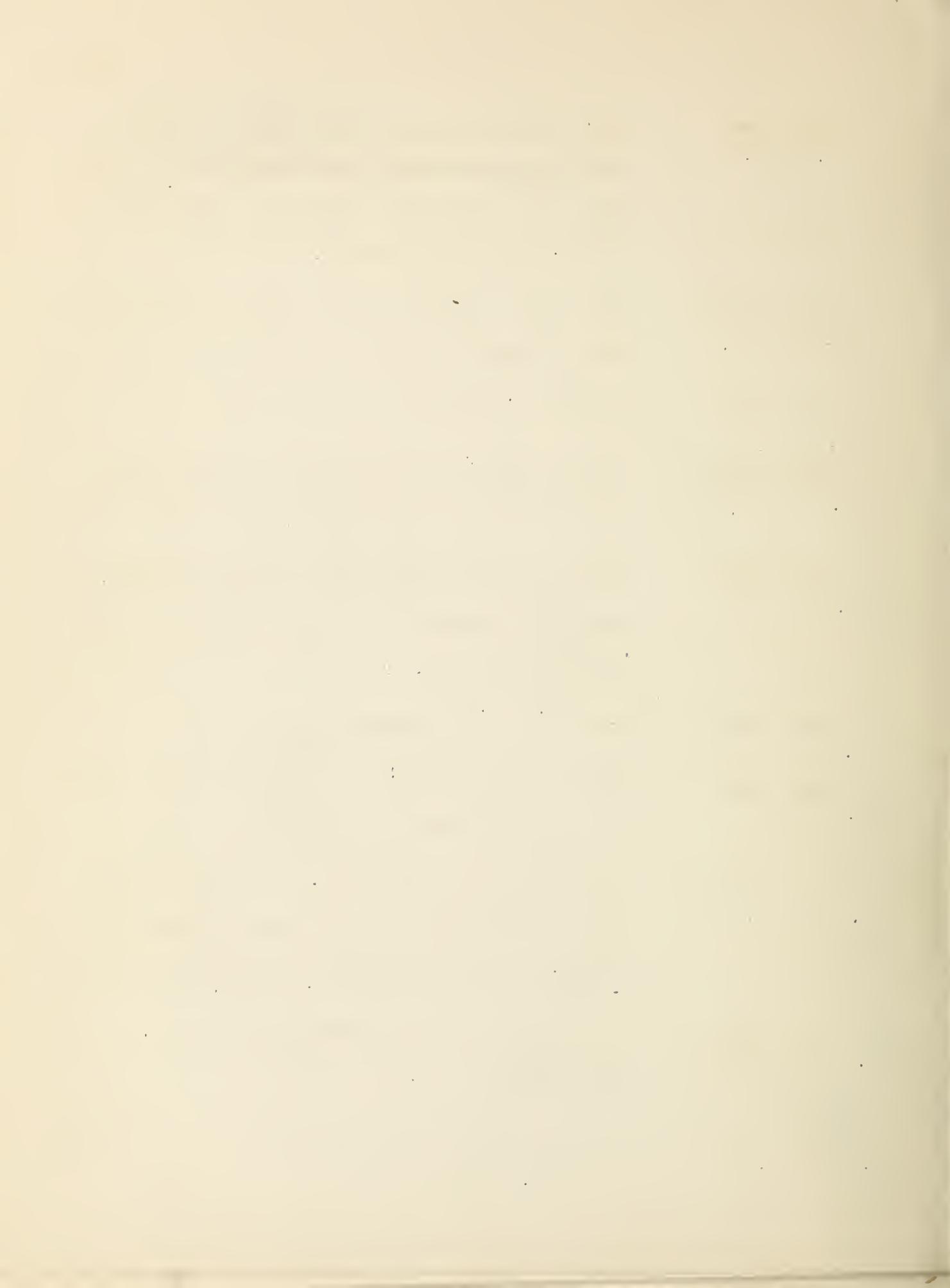
131. FREYMAN: And if I take a stamp to the store, the grocer will sell me a pound of sugar.

132. JOHN: Not if you take a stamp. A stamp is no good once it's torn out of the ration book.

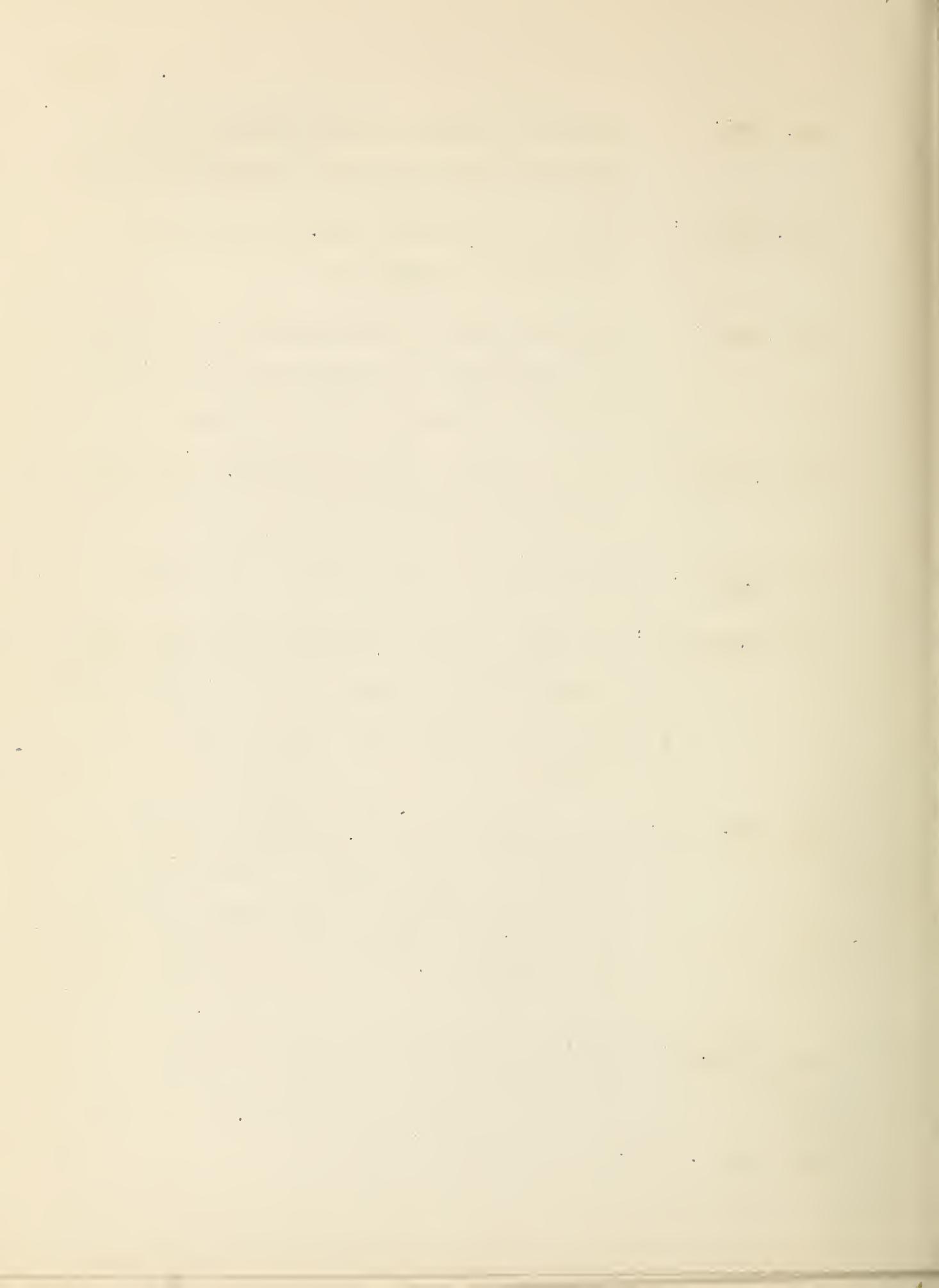
133. FREYMAN: You mean I should take the whole book to the store?



134. JOHN: Yes, if you want to buy three pounds of sugar, you must take your own book, your husband's and the baby's book too. Your grocer will tear out a stamp from each book and sell you one pound with each stamp.
135. FREYMAN: One pound - every two weeks - for every person in the United States.
136. JOHN: That's the ration.
137. FREYMAN: You know, that's not an awful lot of sugar, Johnny - not if you have a husband who likes cakes and cookies.
138. JOHN: Well, I have something right here that will help you solve that problem, Mrs. Freyman - "Recipes to Match Your Sugar Ration."
139. FREYMAN: You have? Let me see them!
140. JOHN: Here - a book of recipes that use only a little sugar, and some that don't use any at all.
141. FREYMAN: Say - this is the answer to the housewife's prayer! Look - a recipe for honey ice cream! Um-yum! And coffee cake that uses only two tablespoons of sugar!
142. JOHN: That ought to help you stretch your sugar ration - don't you think?
143. FREYMAN: I should say so. Have you plenty of copies of these?

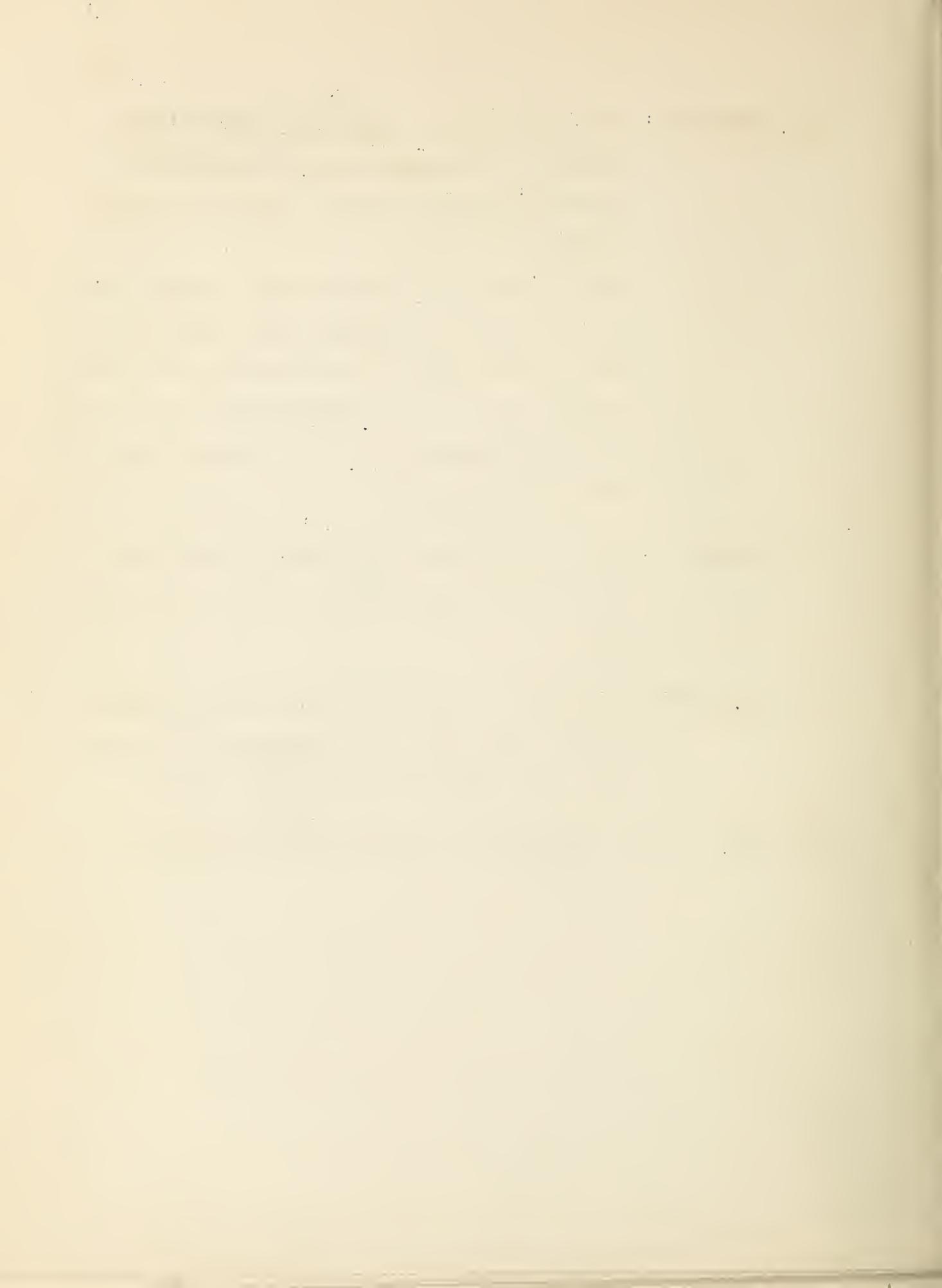


144. JOHN: Enough for everybody who'd like to have one. They just have to write in and ask us for the sugar recipes.
145. FREYMAN: Write to the Consumers' Counsel - Department of Agriculture - Washington, D. C.
146. JOHN: That's the place. And they should tell us their own name and address and the call letters of the radio station over which they heard this program.
147. FREYMAN: Well, I'm going to tell all my friends to write in. We're going to need those recipes.
148. JOHN: They'll make your sugar ration go a lot farther.
149. FREYMAN: But Johnny - I still don't understand why our sugar is being rationed. First I heard that the Government was going to ration sugar - then I heard it wasn't necessary ---
150. JOHN: Well, suppose we call on our Consumers' Counsel to explain that to us. He knows a lot more than I do about this, and since he's right here in the studio . . Mr. Montgomery - would you mind coming over to the microphone?
151. MONTGOMERY: (FADING IN) Not at all, Johnny. In fact, I've been wanting to get a word in here about rationing.
152. JOHN: All right. Now's the time.



153. MONTGOMERY: Well, in the first place - rationing is necessary. It might not have been - **if** the submarines weren't sinking the ships that bring our sugar up from Cuba and Puerto Rico - and if some folks in this country didn't grab more than their share. But as things stand now, we do need rationing.
154. FREYMAN: How much sugar will we have to go on, Mr. Montgomery?
155. MONTGOMERY: Well, all we can be absolutely sure of is the sugar we grow right here in our own country, and that's only about a third of what we usually use.
156. FREYMAN: Only a third.
157. MONTGOMERY: Don't worry. We'll get more sugar from outside our own country. But even then we can't count on having as much sugar as we got before the war. That's why we're rationing sugar, to divide what we have among everybody.
158. FREYMAN: You mean - so nobody will be able to get more than his fair share.
159. MONTGOMERY: Right. Sugar is scarce, and the only fair way to divvy it up is for everybody to have the same chance to buy it.
160. FREYMAN: Democracy at work.

161. MONTGOMERY: No - this democracy at war. The democratic ideal would be to have plenty of food - for everybody - and everybody able to buy it. Not just the chance to buy, but the money too - and the job to earn the money. But that's a thing we have to work for. Right now it's one of the things we have to fight for. And till this war's won, we're going to have to get along as best we can - and as democratically as we can - and that means rationing. All of us pitching in together - share and share alike.
162. FREYLAN: Well, I don't think there's anyone in this country who won't be all for rationing - once he understands it.
163. MONTGOMERY: Well, there are some other things too you consumers ought to know about - new war orders out this week. I've asked Nancy here to round them up for you.
164. NANCY: And here they are - straight from Washington ----



165. FREYMAN: Well, thanks for the information, Nancy, but I'd like to know more about that price business. How can we be sure the stores are charging us the right prices?
166. NANCY: Well, suppose we go into that more thoroughly on next week's CONSUMER TIME?
167. FREYMAN: Suits me.
168. NANCY: All right, then. Next week's program will deal with the big price freeze - how it affects you, your pocketbook, and your family living.
169. FREYMAN: Good. And now, Johnny - I want to be sure I have the straight dope on these "Recipes to Match your Sugar Ration." Everybody who wants the booklet can just write in to the Consumers' Counsel ---
170. JOHN: That's it -- the Consumers' Counsel - Department of Agriculture - Washington, D.C. Just tell your friends to ask for the sugar recipes.
171. FREYMAN: Say - this one sounds delicious - for peanut drop cookies. Just take 1 cup of corn syrup ... No sugar at all! You know, I think I'll make some of these for supper tonight. Mind if I take this booklet right with me, Johnny?
172. JOHN: All right - guess I can get another one.

173. FREYMAN: You'd better hurry up, 'cause I'll bet every woman in the country will be writing in for a copy of this!

174. JOHN: Good. I hope they do - 'cause every one of them - every person - is going to have to learn how to get along on half a pound of sugar per week. And now - don't forget - everybody must register on Monday, Tuesday, Wednesday, or Thursday of next week.

175. FREYMAN: I won't forget.

176. ANNOUNCER: And now - in case you didn't catch those directions for getting your book of sugar recipes - I'll repeat them. Just write to your Consumers' Counsel C-O-N-S-U-M-E-R-S - Consumers' Counsel - C-O-U-N-S-E-L. Consumers' Counsel - Department of Agriculture - Washington, D.C. Tell us you want the Sugar Recipes, and give us your own name and address and the call letters of the radio station to which you are listening. That's all you need to do, and the booklet will be sent to you free.

Next week CONSUMER TIME will bring you more valuable facts from your Consumers' Counsel in the Department of Agriculture, presented in cooperation with Government agencies working for consumers.

(MORE)

(3.75%)

Among the cast of today's program were: Ken Banghart,
Nell Fleming, Whit Vernon . . .

CONSUMER TIME is a public service of NBC and has
come to you from Washington.

This is the National Broadcasting Company.

